



THE WHITE HOUSE

WASHINGTON

January 16, 1964

MEMORANDUM FOR THE HEADS OF
EXECUTIVE DEPARTMENTS AND AGENCIES

The Red Cross is a visible, generous expression of the American people's concern for their neighbors. The terror of disaster is lessened by the effective assistance given by our Red Cross to the victims of fire, flood, earthquake and storm both in the instant of emergency and in the long aftermath of recovery. American servicemen and their families, by the tens of thousands each year, turn to the Red Cross when a helping hand is needed in time of family problems and emergencies. More than half the blood used annually by the nation's hospitals is available because the Red Cross mobilizes volunteer donors to extend this life-line to sick and injured neighbors.

This program is a national source of strength and well-being which I heartily endorse as President of the United States and as Honorary Chairman of the American National Red Cross.

The annual Red Cross campaign for members and funds is one of three authorized each year within the Executive Departments and Agencies. This campaign will be held in March 1964 except in those communities where the Red Cross raises its funds in partnership with federated campaigns.

I appeal to all employees of the Federal Government and to all members of the Armed Forces to support the Red Cross in 1964. This is a cause that must enlist the generosity of all Americans so that this great organization of the people can continue to play its essential part in the nation's welfare.

Lyndon B. JohnsonEXECUTIVE REGISTRY FILE White House

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